



Healthy Checkout Aisle

Gong's Market in Sanger

Presented by:

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Fresno County Champions for Change Team
California Health Collaborative**

Assessment of Need

- Unhealthy impulse buys



Partnerships that work on PSE



**STORE
Owner
Produce Manager**



California
Health Collaborative
Retail Program



Issue Chosen

- **Healthy Checkout Aisle in San Francisco/Bay Area**
 - **Arteaga's Market**



Issue Chosen

- **Good relationship with Gong's Market and presented idea to Produce Manager**
- **Offered to host Fruit and Veggie Fest to promote store produce**



(left to right) Mayor of Sanger- Joshua Mitchell, Mayor Pro-Tem – Rodney Neilson



Issue Chosen

- Googled examples of healthy checkout aisle pictures to give as examples to Gong's Market



What work was done for the PSE

1. Retail representative

– California Fit Business Kit


- Food and Beverage Standards
- Products that work well with customers

– Promotion

- Banner
- Fruit and Veggie Fest-promotional event
- Ribbon Cutting-community leaders
- Media promotion

Nutrition Education and Obesity Prevention Branch—Worksite Program

Example of Food and Beverage Standards



Consider sharing these standards with the company that services your vending machine.

- **Food Standards**
 - ≤ 35% calories from fat (except nuts, nut butters, seeds, reduced-fat cheese, dried fruit & nut/seed combos), and
 - < 10% calories from saturated fat (except reduced-fat cheese, dried fruit & nut/seed combos), and
 - ≤ 35% sugar by weight (except fruit, non-fried vegetables, dried fruit & nut/seed combos), and
 - < 0.5 grams trans fat per serving, and
 - ≤ 230 milligrams sodium
- **Beverage Standards**
 - Water with no additives, including vitamins, minerals (e.g., electrolytes), stimulants (e.g., caffeine) and sweeteners.
 - Unflavored* fat-free or 1% cow's milk with no added sweeteners.
 - Unflavored* non-dairy milk alternatives with no added sweeteners.
 - No more than 2.5 grams of fat per 8 fluid ounces
 - 100% fruit or vegetable juices or juice/water combinations with a maximum of 160 calories, 230 mg of sodium per container and no added sweeteners.
 - Coffee and tea with no added caloric sweeteners.

* Unflavored milk means there can be no chocolate, strawberry, vanilla or other flavored milk and non-dairy milk alternatives offered or sold.

ATTRIBUTES
Food standards adapted from California Department of Education, Nutrition Services Division.
Beverage standards adapted from California Project LEAN's 100% Beverage Standards for Adult Settings.

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What work was done for the PSE

2. Store Owner/ Produce Manager

- Partnered with Produce Distributor
 - Baskets for produce
 - Cooler for Healthy snacks/ lunches
- Worked with Pepsi to add healthier beverages in existing Pepsi cooler



What work was done for the PSE

3. Retail Representative

- Promotion
 - Banner
 - Fruit and Veggie Fest- promotional event
 - Ribbon Cutting- community leaders
 - Media promotion



Evaluation

Environmental Assessments

- Food/Beverage Inventory
- Partial CX³
- Photos



Surveys

- Customer Intercept surveys
- Manager surveys

Barrier to change

There were concerns about costs and maintenance

Actions Taken

- **Produce Manager presented idea to Store Owners**
 - Possible profits and low maintenance
- **Pepsi adding healthier drinks to cooler**
 - Items like coconut water and others have been selling



Success



- Healthy Snacks are being purchased
- Having to restock more than expected

(left to right) Owner-Michael Ohashi, Mayor of Sanger- Joshua Mitchell, Interim Officer, Fresno County Department of Public Health - Dr. Ken Bird, Mayor Pro-Tem – Rodney Neilson and his son



Success

- Customer approval and enthusiasm



Michael Ohashi- Gong's Market Owner

Champions for Change Team: Carmen Escobar, Norma Vail, Brandi Muro



Success

- Additional healthy products added at other store departments



Laura Sustaita, Ricky Oliva, Justin Gardner
Produce Department Staff



Success

- School Tour opportunities
- Worksite Wellness implementation



Justin Gardner
Produce Department Manager



Norma Vail
Retail Program Coordinator



Sustainability

- Produce Manager and staff maintain stock
- Sales are positive



CONTACT INFORMATION

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For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CaChampionsForChange.net for healthy tips.